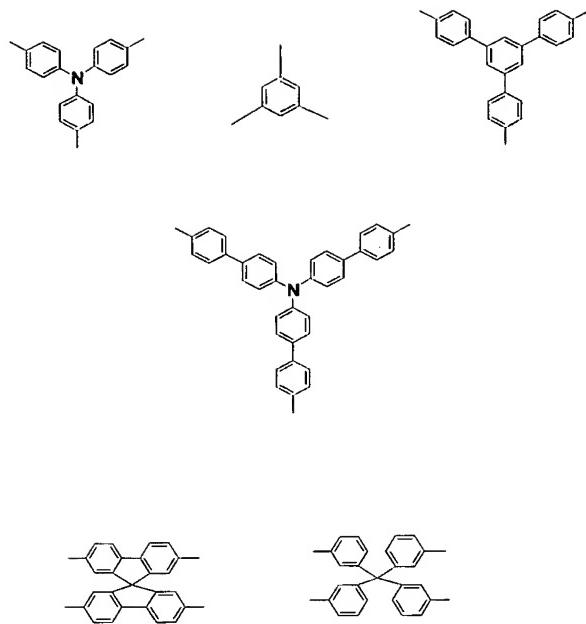


CLAIMS

What is claimed is:

1. A polymeric composition comprising:
 - a first plurality of first monomeric units comprising an aromatic group with at least one substituent selected from alkyl, heteroalkyl, alkenyl, heteroalkenyl, alkynyl, heteroalkynyl, aryl, arylalkyl, heteroaryl, heteroarylalkyl, and amino, and
 - a second plurality of second multi-functional monomeric units, wherein each multi-functional monomeric unit is capable of forming a branching point in the polymeric composition.
2. The polymeric composition of Claim 1, wherein the aromatic group is selected from fluorene, spirofluorene, phenyl, biphenyl, bridged biphenyl, naphthalene, and anthracene.
3. The polymeric composition of Claim 2, wherein the aromatic group is a dialkylfluorene.
4. The polymeric composition of Claim 1, wherein the second monomeric unit is selected from a second aromatic group having more than two points of attachment and a heteroaromatic group having more than two points of attachment.
- 20 5. The polymeric composition of Claim 4, wherein the second aromatic group is selected from groups having a benzene ring, groups having more than one benzene ring, and triaryl amines.
6. The polymeric composition of Claim 5 wherein the second monomeric unit is selected from:

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7. The polymeric composition of Claim 1, wherein said multi-functional monomeric unit comprises from 0.1 mol% to about 5 mol% of
5 the total polymeric composition.
8. An organic light emitting diode (OLED) comprising an active layer comprising the polymeric composition of Claim 1.
9. An electroluminescent device comprising an active layer comprising the polymeric composition of Claim 1.
10. A method for improving efficiency of an electroluminescent device having at least one active layer comprising an aromatic polymer, comprising incorporating into the aromatic polymer a plurality of multi-functional monomeric units that form branching points in the aromatic polymer, thereby improving efficiency of the electroluminescent device.
15. A method for improving efficiency of an electroluminescent device having at least one active layer comprising a fluorene polymer, comprising incorporating into the fluorene polymer a plurality of multi-functional monomeric units that form branching points in the fluorene polymer, thereby improving efficiency of the electroluminescent device.
20. A polymeric composition comprising:
a first plurality of first monomeric units comprising an aromatic group with at least one substituent selected from alkyl, heteroalkyl, alkenyl, heteroalkenyl, alkynyl, heteroalkynyl, aryl, arylalkyl, heteroaryl, heteroarylalkyl, and amino, and

a second plurality of second multi-functional monomeric units, wherein each multi-functional monomeric unit is capable of forming a branching point in the polymeric composition.